

## "The Quarterly"

This is a publication put out by the  
Mid-West Museums Conference -

We were contacted by phone by Mr. Lawrence  
Shelton of the State Park Board of  
Jefferson City, Mo. Box 176- 65101

Editor of the publication is -

Herman Eifort  
Illinois State Museum  
Springfield, Illinois 62706

They would like to do an article on  
the Chinese Exhibition - 2 or 3 pages  
with about 15 black and white photos  
with brief description of objects.



FILE

## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China  
The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts  
April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

*Includes K.C. +  
surrounding areas  
East - West*

### AIRLINE REGIONAL MANAGERS AND OFFICE ADDRESSES

Mr. Howard Davidson  
Braniff International Airlines  
301 E. Armour  
K.C., Mo. 64111

Mr. Gil Neuman  
N. Central Airlines  
501 Farnam Building  
Omaha, Nebraska 68102

Mr. Richard Gryczkowski  
Frontier Airlines  
3100 Broadway  
Penn Towers Suite 218  
Kansas City, Mo. 64111

Mr. Les Wood  
Trans World Airlines  
1016 Commerce Tower  
Kansas City, Mo. 64105

Mr. Arthur Armstrong  
United Airlines  
KCI  
PO Box 2004  
Kansas City, Mo. 64195

*Already OK'd  
wants 1,000  
Brochures*

Mr. Cliff Trainer  
Continental Airlines  
1919 TenMain Center  
Kansas City, Mo. 64105

Mr. J. R. Robinson  
Delta Airlines  
Continental Colony Parkway  
Atlanta, Georgia

Mr. James Alfaro  
Mexicana Airlines  
1101 Walnut Suite 905  
Kansas City, Mo. 64106



## MERCHANTS' ASSOCIATIONS

Plaza Merchants' Assoc.  
4629 Wornall  
KCMO 64112

Merchants Assoc. of Greater KC  
823 Walnut  
KCMO

Merchants' Assoc. (Antioch Shopping Center)  
Judy Ives  
5307 Center Mall  
KCMO 64119

Merchants' Assoc. of Blue Ridge Mall  
Perry Wilcox  
55 Blue Ridge Mall  
4200 Blue Ridge Blvd.  
Independence, Mo. 64133

Merchants' Assoc. of Brookside Shopping Center  
Mrs. Bea Mann  
6314 Brookside Drive  
KCMO 64113

Merchants' Assoc. of Ward Parkway Sh. Ctr.  
Ms. Mary Lovelock  
8600 Ward Parkway  
KCMO 64114

Merchants' Assoc. (Metcalf S. Shopping Ctr.)  
Jane Yates  
9635 Metcalfe  
Overland Park, Ks. 66212

Merchants' Assoc. of Indian Springs  
M. P. Keezer  
4601 State Ave.  
KCKS 66102

River Quay Merchants' Assoc.  
Marilyn Maloney  
116 W. 5th  
KCMO 64105

Merchants' Assoc. of Independence Center  
Jake Clark  
2035 Independence Center  
Independence, Mo. 64057



*d. horse  
S.F. suit*

*Posters  
to share*

COLLEGES & UNIVERSITIES

*KC Area*

- 1) Avila College  
11901 Wornall  
Kansas City, Mo.
- 2) Central Mo. State University  
600 W. Mechanic  
Independence, Mo.
- 3) Cornell College  
5101 Oak Leaf Dr.  
Kansas City, Mo.
- 4) The International University  
3675 Noland Rd.  
Independence, Mo.
- 5) Johnson County Community College  
111 and Quivira  
Kansas City, Kansas
- 6) Kansas City Art Institute  
4415 Warwick  
Kansas City, Mo.
- 7) Kansas City Kansas Community  
Junior College  
7240 State Ave.  
Kansas City, Ks.
- 8) Park College  
Parkville, Kansas *mo?*
- 9) Penn Valley Community College  
3201 Southwest Trafficway  
Kansas City, Mo.
- 10) Rockhurst College  
5225 Troost  
Kansas City, Mo.
- 11) *Kansas City College  
& Bible School  
7401 Metcalf  
Overland Park, Kansas*
- 12) University of Missouri  
103 E. Kansas  
Liberty, Mo
- 13) University of Missouri  
6300 Sunset Parkway  
Kansas City, Missouri
- 14) University of Kansas Division  
of Continuing Education  
39th and Rainbow  
Kansas City, Mo.
- 15) University of Missouri-KC  
5100 Rockhill Road  
Kansas City, Mo.
- 16) University Of Missouri-Dentistry  
650 E. 25  
Kansas City, Mo.
- 17) William Jewell College  
Liberty, Mo.
- 18) *Dannelly College ?  
1236 Shandusky*
- 19) *Graceland College ?  
4900 E. Winner*
- 20) *Mid-America  
2030 College Way  
Olathe, Ks.*
- 21) *University of Missouri  
School of Medicine  
2220 Holmes  
Kansas City, Mo.*
- 22) *University of Missouri  
Conservatory of Music  
4420 Warwick  
Kansas City, Missouri*
- 23) *University of Missouri  
Platte County Extension  
114 4th Street  
Platte County, Missouri  
Jeffery Springs, Missouri*



Center  
Memo

## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

Walden Book Store  
95th & Metcalf 66212  
+

2450 Grand  
R.C., Mo

B. Walton Bookseller  
3925 W. 69 Terr.  
8600 Ward Parkway  
45 + Metcalf

Glenn Books, Inc.  
1227 Baltimore

Bennett - Schneider  
300 Ward Parkway  
Plaza

Bibliomania  
Crown Center Shops

Cokesbury  
1105 Grand  
R.C. Mo.

The Grolier Society  
3245 Broadway

Johnson Co. Comm. Coll.  
111 + Quivira Rd.

Stid, Baer & Fuller  
Bookstore  
8800 Ward Parkway  
+  
Independence Ctr.

Halls - Bookstore  
Plaza - 211 Nichol Rd  
Crown Ctr 200 E. 25th

Macy's - 1034 Main  
~~Metcalf Center~~

Antioch - Vivian Rd @  
Antioch NKC

Indep - 291 + 1-70

Indian Springs 47th St @  
KC K

Landing - Meyer @ Paseo

Mission - Johnson + Roe

Plaza - 400 W 47th

Red Bridge - Red Br &  
Holmes



WESTON BOND

CONSULAR CORPS

OF

GREATER KANSAS CITY

U. S. A.

MAILING ADDRESS:

P. O. Box 1237  
Kansas City, Mo. 64141

OFFICE: Secretary

PHONE: 842-8500

October 31, 1974

Mrs. Ross Taggart  
Nelson Gallery of Art  
4525 Oak Street  
Kansas City, Missouri 64111

Dear Mrs. Taggart:

As you requested, we are listing below the countries represented in the Kansas City area by members of the Consular Corps:

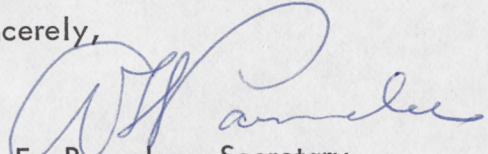
Belgium	Great Britain
Bolivia	Ireland
Republic of China	Italy
Colombia	Japan
Costa Rica	Luxembourg
Denmark	Mexico
Finland	Netherlands
France	Sierra Leone
Germany	Spain
Sweden	Switzerland
Thailand	

We will be pleased to furnish additional information for your use in connection with the visiting Chinese exhibition next year.

Three of the above Consulates have been established in the past four months and possibly others will be established before the time of the exhibition.

If we can be of further help to you, please advise.

Sincerely,

  
A. F. Parmelee, Secretary  
(Consul for Denmark)

AFP/pm



November 5, 1974

Mr. A. F. Parmelee, Secretary  
Consular Corps of Greater Kansas City  
P. O. Box 1237  
Kansas City, Missouri 64141

Dear Al,

Thank you very much for the list of  
Consulates and for your offer of help. We will  
keep in touch and probably consult you again as  
the time for the exhibition approaches.

Sincerely,

Mrs. Ross E. Taggart  
Executive Secretary



C  
O  
P  
Y

Miss Johanna Bromberg  
History Department  
Kansas City, Missouri Public Library  
311 East 12th Street  
Kansas City, Missouri 64106

Dear Miss Bromberg:

Mrs. Lois Stock

P. S. Johanna, please excuse the form letter - Lois

*Bibliographies - Info sheet News Release*



*Publicities*

Advance Booking: CHINESE ARCHAEOLOGICAL TREASURES

Date Received 1-21

Name of Group K.C. Public Library No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Group Representative : Johanna Bromberg

Address \_\_\_\_\_

City, State, Zip 3118 12th St. Wash. D.C. 20004

Phone 202 71 221-1717

Check enclosed for Tickets-  
Amount \$ \_\_\_\_\_

Day and Date Requested for C.A.T. Booking

Time

1st Choice \_\_\_\_\_

2nd Choice \_\_\_\_\_

3rd Choice \_\_\_\_\_

We (do, do not) Desire  
booking for tour of your  
permanent collections.  
Check if desired - -

General \_\_\_\_\_ Oriental \_\_\_\_\_

Other \_\_\_\_\_

Lunch for groups by reservation only; check if information  
desired. \_\_\_\_\_

Arriving Gallery via  
No. of vehicles \_\_\_\_\_

Bus \_\_\_\_\_

Car \_\_\_\_\_

Accommodations while in Kansas City  
\_\_\_\_\_

Office Use Only: Daily Master \_\_\_\_\_; Log ☒; Daily Conf. \_\_\_\_\_; Card File ☒;

Folder ☒; Group Listing \_\_\_\_\_; Edc. \_\_\_\_\_; C.L. \_\_\_\_\_; Letters \_\_\_\_\_; \_\_\_\_\_;

Info. Pkt. \_\_\_\_\_; Tickets \_\_\_\_\_; Recp't. Sent \_\_\_\_\_; Monthly Coded Clndr. \_\_\_\_\_

Phone \_\_\_\_\_ Letter \_\_\_\_\_



K.C. Mo. Public Library

Johanna  
Bronckers

Have sent her some preliminary info.

Her main interest was in providing  
supplementary reading material relative  
to the show.

They may also have something else  
to offer in the way of publicity

Elyette Breting  
Head of Children's Dept.  
Library



2/10/75

Mr. Jim Klug  
Commerce Bancshares - Marketing Dept.  
720 Main St.  
Kansas City, Mo. 64199  
Phone - 234-2386

Commerce Bancshares publishes a bi-monthly magazine & would like to feature a one page article on the Chinese Exhibition. This magazine would go to shareholders, and state legislators.

Commerce Bancshares includes the Commerce Bank of K.C., other K.C. area banks, banks in St. Louis, Arkansas and other areas.

Mr. Klug will send us a copy of the magazine and said that he would call back to speak with Mr. Martin.

*will send Mr. Klug  
an info packet*





## COMMERCE BANCSHARES, INC.

Executive Plaza Building  
720 Main Street - P.O. Box 13686  
Kansas City, Missouri 64199  
Phone: 816-234-2000

A Registered Bank Holding Company

February 10, 1975

Mr. Robert Martin  
c/o Chinese Exhibition Office  
Nelson Gallery of Art  
4525 Oak Street  
Kansas City, Missouri 64111

Dear Bob:

Commerce Bancshares, Inc. is a state-wide multi-bank holding company with 30 affiliate banks throughout Missouri. I am editor of the company's bi-monthly magazine which is sent out to all employees, stockholders and Missouri Legislators. We are interested in doing a story on the Chinese Exhibit coming to the Nelson Gallery of Art in April.

Ms. Sandy Williams has already sent me some materials concerning the exhibit. Anything you could add would be most appreciated. I will be contacting you in the future for some specific information regarding the exhibit. If you have any thoughts or suggestions, please don't hesitate to call me.

I am enclosing a copy of the most recent issue of our publication to give you an idea of format, design and layout. Our story on the Chinese Exhibit should probably run one full page, and I would like to include some photographs.

Thank you for your kind attention. I look forward to visiting with you soon.

Sincerely,

*James M. Klug*

James M. Klug  
Public Relations Assistant

JMK:cl

Enclosure

*2/12/75*  
*without April 7*  
*- March 7*  
*need by Feb. 24*



FILE

## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

### MEMORANDUM

March 3, 1975

To: Ellyn Abloff, Plaza Association  
From: Rob Martin, Nelson Gallery-Atkins Museum *RTM*  
Subject: The Chinese Exhibition

This is to confirm our discussion relating to promotional planning for the Exhibition.

1. The proposed graphics for the black-and-white horse head banner which we reviewed in my office this morning are fine. It is our understanding that this will be a cloth banner, approximately 4 X 3 feet, and will be used on outdoor lamp posts and in similar ways.

As to the proposed in-store/window posters, we understand these will be black-and-white and show the full view of the Flying Horse. Please assure that the direction of the horse is to the left. We also discussed a white-on-red calligraphy banner, of a 3 X 4 foot size for in-store use and for possible use on lamp posts alternating with the horse's head.

Let's review the initial thumbnail sketches as soon as they're ready.

A review of copy points:

THE CHINESE EXHIBITION

(Same type faces  
as existing posters)

Nelson Gallery-Atkins Museum

Opening April 20

Note the change in the use of the date.



2. The Public Service Announcement (commercial) copy which we discussed is attached. This is initial copy and not intended to restrict the creative approach. I'll work with the stations in shaking it down.

3. The proposed agenda for the communicators' luncheon on Wednesday, 3/5, is attached. Please make adjustments as required.



·COMMUNICATORS' LUNCHEON

Wednesday, 3/5/75

Proposed Agenda

Welcome and Why the Meeting? - Ellyn Abloff

The Chamber of Commerce's Interest - John Gilbert

Why It's Important for Kansas City - Larry Lubenow

The Significance of the Exhibition, Overall Planning to Date,  
and Progress Being Made - Marc Wilson

Communications' Challenges - Rob Martin

How You Can Help (Specifics) - Ellyn Abloff

Q & A

---

Notes:

1. Each speaker will prepare his own remarks around the topic indicated. Visuals may be used. A slide projector and screen will be available as required.
2. Ellyn Abloff will show the graphics' approach which she and Rob Martin worked out, will talk costs relating to banners and posters, and will address the timetable involved in getting a cooperative effort together.
3. All of the materials discussed will be available city-wide, and thereby provide a continuity to the effort.



March 5, 1975  
Luncheon Meeting  
Woodside Racquet Club

Ellyn Abloff  
Plaza Association  
4629 Wainall Rd - 753-0100

Ray Bennison  
Convention & Visitors Bureau  
1221 Baltimore 281-5242

Bob Bernstein  
Bernstein-Rein & Boasberg  
800 W. 47th - 756-0640

Pete Brake 456-1441  
KMBA-TV BMA TOWER  
KANSAS CITY, MO 64108

Lee Derrough  
Worlds of Fun 454-4545  
4545 Worlds of Fun Ave

Kathy Donnelly 310 Ward Parkway  
J.C. Nichols 561-3456

Jack Felton 561-4600  
Interstate Brands Corporation  
12 E. Armour

Carl Flickinger 753-4567  
WDAF-TV 3030 Summit  
Kansas City, Mo. 64108

John Gilbert 221-2424  
Chamber of Commerce  
920-Main

Bill Grigsby  
Kansas City Scouts

Bob Gringrich 421-2236 2201 GRAND  
KANSAS CITY, MO. 64141  
Crown Center Redevelopment

Sam Hales 600 TenMain Center  
Chamber of Commerce Kansas City, MO. 64105

Hal Heavener 283-4000  
Waddell & Reed  
Brown Ctr., KCMO

Greg Helm  
Ad II

Sue Lambeth 753-0100  
Plaza Association  
4629 Wainall Rd

Walt Lockman 236-9800  
KMBZ-KMBR  
4935 Belinder

Craig Lowder 454-4545  
Worlds of Fun  
4545 Worlds of Fun Ave

Larry Lubenow  
Carl Byoir & Associates  
800 Second Ave NW  
212-968-6100 10017

Marilyn Maloney 842-2518  
River Quay Merchants Association  
116 W. 5th KANSAS CITY, MO

Rob Martin 4525 Oak KCMO  
Nelson Gallery

Marshall Miller 842-9692  
Swanson-Midgley-Eager-Gangwere  
Commerce Bank Bldg

Bob Moore - 531-1490  
Westport Square Venture  
23 D Westport Square  
Gerry Noonan  
KCMO-TV 125 E. 31st - 531-6789

Art Parks  
KMBC-TV 11th CENTRAL 421-2650

Tom Reno  
City Information Office

Fred Rivers 842-8750  
Merchants Association  
823 Walnut KCMO

Steve Rose 381-1010  
Scout-Sun 1-435 + Metcalf 66212  
Overland Park, Mo

Bruce Sloan 1700 Wyoming  
KANSAS CITY, MO. 421-2131  
Kansas City Kings 64102

Nancy Stutzman 310 Ward Parkway  
J. C. Nichols Co. 561-3456

Howard W. Turtle 421-1212  
Kansas City Star 1701 McMeel  
KCMO

Bob Wardlow  
Kansas City Advertising Federation

Marc Wilson 4525 Oak  
Nelson Gallery KCMO

Rob Wood 381-1010  
Kansas City Magazine  
1-435 and Metcalf  
Overland Park, Kansas 66212



April 2, 1975

Mr. Frank Maier  
NEWSWEEK  
430 N. Michigan Avenue  
Chicago, Illinois 60611

Dear Mr. Maier:

Our phone conversation last week suggested some areas of interest which NEWSWEEK might explore in connection with the Chinese Exhibition's visit to Mid-America.

Certainly this is an art and archaeological exhibition of profound significance -- a story which has been repeatedly told since the exhibit opened in Paris nearly two years ago. But, it is an exhibition that has literally come a long way since the Petit Palais showing; it now will rest in the agrarian heartland of America. That agricultural aspect - as it relates to China's own agrarian nature - is one interesting story line yet undeveloped.

Then why Kansas City? It's a simple question with complex answers - some of which we can answer, some of which are buried in the highest level of Washington bureaucracy. Nonetheless, why Kansas City?

In essence, don't rule out story possibilities; especially important now are those which vault beyond the "Art Section." Mounting a Chinese Exhibition is a complicated business, and behind-the-scenes are numerous fascinating angles awaiting exploration.

Enclosed for your interest are a number of materials which we have already released. We will keep you apprised of plans for the opening. Who knows?...Even a Ford, Rockefeller, or Kissinger may hop to KC for the start of the biggest cultural event ever to hit the breadbasket.

Sincerely,

Robert K. (Rob) Martin  
Project Director





April 9, 1975

Mr. Rob Martin  
Project Director  
Nelson Art Gallery  
4525 Oak  
Kansas City, Missouri 64112

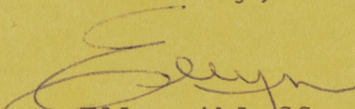
Dear Rob:

Here is the list of people who have donated alot of time and a great deal of money to develop the commercials. I have only listed the people that have really made a contribution and again absorbed alot of expenses.

I hope that there is something the gallery can do to show these people how much their efforts were appreciated.

Again if there is anything I can do, please don't hesitate to call.

Sincerely,



Ellyn Abloff  
Director of Public Relations  
and Promotions

EA/bt



The Country Club **Plaza** Association

Mr. Mike Fasone  
Reuter-Fasone Advertising  
4050 Broadway  
Kansas City, Missouri 64111  
(Wrote copy)

753-7272 ✓

Lonnie Dale  
KBMA-TV  
BMA Tower  
Kansas City, Missouri 64108  
(Donated direction of T.V.)

756-1441 ✓

Mr. Don Wornock  
Stage 3 Sound Recording  
12 East 39th Street  
Kansas City, Missouri 64111  
(Donation of audio)

531-1325 ✓

Grayson Enlow  
5715 Maple  
Mission, Kansas  
(Donated talent for audio)

Dan Pedersen  
KBMA-TV  
BMA Tower  
Kansas City, Missouri 64108  
(Dubbed the spots for other T.V.)

561-0498 ✓ 756-1441 ✓

Teddi Oppenheimer  
6430 Riley  
Overland Park, Kansas 66202  
(Donated engineering)

Robt. Bernstein  
BERNSTEIN, REIN,  
& BOASBERG  
ADVERTISING

756-0640

Pete Brake  
KBMA-TV  
BMA Tower  
Kansas City, Missouri 64108  
(Donated \$400 worth of production)

756-1441 ✓

Don Bybee  
KMBZ-KMBR  
P. O. Box 98  
Kansas City, Missouri 64141  
(Made all the dubs for radio copy)

236-9800 ✓

Dave Holt  
Worlds of Fun  
4545 Worlds of Fun Avenue  
Kansas City, Missouri 64161  
(Distribution)

454-4545 ✓



FILE

# Kansas City for the fun of it all

Convention and Visitors Bureau of Greater Kansas City

Ray Bennison, President

April 9, 1975

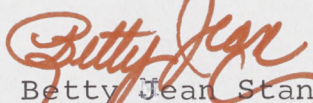
Robert Martin  
Project Director  
Chinese Exhibition  
Nelson Gallery of Art  
45th & Oak  
Kansas City, Missouri

Dear Rob:

On page 31 of the enclosed publication you will find a picture of the information booth that the Convention and Visitors Bureau is planning to provide at the Nelson Gallery of Art for the duration of the Chinese Exhibition.

Please give me a call so that we can coordinate the installation of the information center.

Cordially,

  
Betty Jean Stanford  
Communications

encl.



# Kansas City

for the fun  
of it all

Convention and Visitors Bureau of Greater Kansas City

Ray Bennison, President

Rob

April 16, 1975

Mr. Lawrence Sickman  
Gallery Curator  
The Nelson Gallery of Art  
and Atkins Museum  
4525 Oak Street  
Kansas City, Missouri 64111

Dear Mr. Sickman:

In conversation with Miller Nichols, Bob Gaynor and Charles Kimball, we offered to establish a visitors information booth at the Nelson Art Gallery during the Chinese Exhibition. We are prepared to staff the booth as well.

The purpose of the information center is to provide additional information on the city and its attractions. As you know, we have a Visitors Information Center downtown at our Convention and Visitors Bureau offices, but undoubtedly there will be a great number of persons from out of town who will be at the Gallery looking for additional information on the city.

Betty Jean Stanford of our staff has been in contact with Rob Martin regarding this operation. As of yet, we've not heard whether or not you feel it is appropriate to have this booth and whether you want our help.

Mr. Sickman, possibly you can get us some decision on this matter. You can appreciate that we need some advance notice on this operation.

Cordially,

*Ray Bennison*  
Ray Bennison

RBc1

cc: Bob Gaynor  
Miller Nichols  
Charles Kimball  
Merrill Talpers

*Paul Haskins  
- sunny*



*M. Wilson*

NEWS MEDIA WHICH ATTENDED PRE-OPENING

EVENTS, SATURDAY, APRIL 19, 1975

PRINT MEDIA

Brookfield (Missouri) Daily News Bulletin  
Calvin Communications (Kansas City)  
Chicago (Illinois) Sun-Times  
Country Club Plaza Association (Kansas City)  
Dispatch Newspapers (Kansas City)  
Emporia (Kansas) Gazette  
The Independent Magazine (Kansas City)  
International Press Association (Local Correspondent)  
Johnson County (Kansas) Community College  
Journal World (Lawrence, Ks.)  
Kansas City Happenings (Kansas City)  
Kansas City Kansan (Kansas City Kansas)  
Kansas City Star (Kansas City)  
Kansas City Star Magazine (Kansas City)  
Kansas City Times (Kansas City)  
Kearney (Missouri) Courier  
Key to the News (Kansas City)  
Lincoln (Nebraska) Journal  
National Catholic Reporter (Local Correspondent)  
National Observer (Local Correspondent)  
National Public Radio (Washington)  
New York Times  
Richmond (Missouri) News  
Salt Lake City (Utah) Tribune  
St. Louis (Missouri) American

(more)



NEWS MEDIA/ Page 2

PRINT MEDIA, con't.

St. Louis (Missouri) Post-Dispatch  
Scottish Rite Herald (Kansas City)  
The Scout (Prairie Village, Ks.)  
Sun Publications (Overland Park, Ks.)  
Telegraphics, Inc. (Baldwin, Ks.)  
The Tulsa (Oklahoma) Tribune  
UMKC (University of Missouri at Kansas City) Press  
University Daily Kansan (Lawrence, Ks.)  
United Press International (Kansas City)  
United Press International (New York)  
Variety (Local Correspondent)  
Wednesday Magazine (Kansas City)  
Wichita (Kansas) Eagle  
Wichita (Kansas) Independent  
Wichita (Kansas) Journal

BROADCAST MEDIA

KCMO-TV-5 (Kansas City)  
KCPT-TV-19 (Kansas City Educational)  
KMBC-TV-9 (Kansas City)  
WDAF-TV-4 (Kansas City)  
WHB-AM-radio (Kansas City)



MEMORANDUM

To: L. Sickman  
From: R. Martin *RM*  
Subject: Thank You Letters

June 11, 1975

cc: T. Coe  
M. Wilson

The following is a list of names which you requested for purposes of sending thank you letters. They are listed in no particular order.

Jack W. Claflin  
Manager, Cargo Sales  
Trans World Airlines  
P.O. Box 20447  
Kansas City, Mo. 64153

(for the safe arrival/handling)

cc: B.E. "Ernie" Fedde  
Cargo Sales Representative

Mr. O. W. Thomas, Jr.  
President  
ABC Allied  
5244 Main Street  
Kansas City Mo.

(for the safe, rapid loading/unloading)

cc: J. F. Anderson  
Vice President

Chief Joseph McNamara (for security and traffic support)  
(with acknowledgements to the following:

Major Fred Guenther  
Captain Richard Fletcher  
Sergeant John McLaury  
Officer John Perry  
Officer Richard Healzer

Major Francis Tye  
Captain Leo Lograsso

Mr. Robert Kipp  
City Manager  
City of Kansas City, Mo.  
29th Floor, City Hall  
Kansas City, Mo. 64106

(acknowledgements to: Robert L. Herchert, Director of Administration)

(more)



Delbert F. Karmeier, Director of Transportation  
Frank H. Spink, Jr., Director of Fire  
Dennis E. Lambert, Assistant to the City Manager  
Tom Reno, Director, Office of Public Information  
James Lee, Transportation Dept.

(mention these departments generally: Transportation, Fire, Public Works, Parks and Recreation, Health, and of course, Police.)

---

Mr. Robert P. Edwards (Edwards coordinated the shuttle  
Director of Operations bus requirements)  
Kansas City Area Transit Authority  
1627 Main  
Kansas City, Mo.

cc: Mr. Larry Huffman  
Director - ATA

---

Dr. Charles N. Kimball (for his personal support and that  
Chairman of the Board of the Prime Time Steering Com-  
Midwest Research Institute mittee and of the Advisory  
425 Volker Committee for the Chinese Ex-  
Kansas City, Mo. 64110 hibition)

---

Mr. Donald Hall (for his personal support and that  
President of the Prime Time Steering Com-  
Hallmark Cards, Inc. mittee and of the Advisory Com-  
2501 McGee mittee for the Chinese Ex-  
Kansas City Mo. 64141 hibition, with special thanks  
to William S. (Bill) Johnson,  
Director, Public Relations,  
Hallmark, Inc. for his ex-  
traordinary support)

---

(other members of the Advisory Committee, as appropriate. List attached)

---

Mr. Chris Marker (for the handsome lobby display  
General Manager focusing on the exhibition and  
Crown Center Hotel for the giant billboard (I-29),  
One Pershing Road and for the very special sup-  
Kansas City, Mo. 64141 port of Barbara Harlow, Director  
of Public Relations, through-  
out the show.)

---

(more)



Mr. Earl Reynolds  
General Manager  
Alameda Plaza Hotel  
Ward Parkway at Wornall  
Kansas City, Mo.

(for special support of the exhibition. Thanks to Peter Green and Katie Spratt)

---

Mr. Phil Heyl  
General Manager  
Plaza Inn Motel  
45th and Main  
Kansas City, Mo.

(special cooperation in connection with the exhibition. Treatment of Chinese, rooms for VIPs on short notice, etc.)

---

Mr. Miller Nichols  
Chairman  
J.C. Nichols, Inc.  
310 Ward Parkway  
Kansas City, Mo.

(support by the Nichols Company, especially for the Sears parking lot. Mention that the shuttle bus service "broke even.")

cc: Mr. Davis Jackson  
President

Mr. Rick Nash

---

Mr. Paul Miner  
Chairman of the Board  
Kansas City STAR/TIMES  
1729 Grand  
Kansas City, Mo. 64108

(for outstanding public support of the exhibition (Miner) and special thanks to Don "Casey" Jones, Alice Hartman, Repps Hudson, Elsy Allyson, Laura Hockaday, Don Hoffman, John Dauner, Paul Haskins, Dave Winger, Roy Inman, Diane Stafford, Kate Leahe, Joe Coleman, Howard Turtle).

---

Mr. Charles McAbee  
General Manager  
KCMO-TV-5  
125 E. 31st.  
Kansas City, Mo. 64105

(special acknowledgement to Stan Cramer and Charles Campbell for the program "Treasures of China" (30-minute documentary). And for general news coverage of the exhibition.)

---

Mr. Ro Grignon  
General Manager  
WDAF-TV-4  
Signal Hill  
Kansas City, Mo. 64108

(for news coverage of the exhibition)

(more)



Mr. Ellis Shook  
General Manager  
KMBC-TV-9  
1049 Central  
Kansas City, Mo. 64105

(for news coverage of the exhibition and special thanks for live and taped interview segments, including the "et-cetera" program (half-hour with Marc Wilson))

Mr. Robert Ingram  
President  
Ingram Investment Co.  
Waltower Blvd.  
Kansas City, Mo.

(for outstanding public support by KBEA Radio of the exhibition via general news coverage and by a continuing series of two-minute programs produced in cooperation with the Nelson Gallery. These were aired beginning April 1 and ran through the seven weeks of the exhibit. Ingram owns KBEA)

Dr. Harold Finch  
Acting Interim Administrative Chief  
Johnson County Community College  
111th and Quivira  
Overland Park, Ks.

(special thanks to Pinky Kase, Sally Vandenberg, and Steve Griffith for production of the video tape program about the exhibition. Valuable public and educational service.)

Mr. Phil Slimm  
President  
Plaza Association  
4629 Wornall Road  
Kansas City, Mo. 64112

(for outstanding support of the exhibition by merchants of the Plaza. Banners, placards, etc. Special thanks to Ellyn Abloff, Director of Public Relations and Promotions, and to Sue Lambeth)

cc: Mr. Davis Jackson  
President - J.C. Nichols Co.

(more)



Mr. Phil Slimm  
President  
Halls Retail Operations  
Halls Plaza Store  
211 Nichols Road  
Kansas City, Mo. 64112

(for singularly outstanding support of the exhibition via the Chinese merchandising themes at the Plaza and Crown Center Stores. The Halls Plaza store was probably the most distinctive store in the city.

---

Mr. George Hammond  
Chairman of the Board  
Carl Byoir & Associates, Inc.  
800 Second Avenue  
NY NY 10017

(something about RKM will be greatly appreciated)

cc: Robert J. Wood, President- New York  
John F. Budd, Jr., Group Vice President - New York  
William L. Waddell, Regional Manager  
(Address for Waddell:  
Life of Georgia Tower  
600 Peachtree Street N.W.  
Atlanta, Ga. 30308

---

Others for consideration: Wells Fargo Guard Services (Ralph Pusey, Branch Manager, 4127 Broadway), Red Cross (Dick Fletcher has the contact and has written his own letter), and "Tea Ladies" (Mrs. Weltmer and friends)

####



## ADVISORY COMMITTEE FOR CHINESE SHOW

Donald Hall  
Hallmark Cards  
Crown Center  
Kansas City, Missouri 64108

Dr. Charles Kimball  
Midwest Research Institute  
425 Volker Blvd.  
Kansas City, Missouri 64110

Dr. James Olson  
U.M.K.C.  
5100 Rockhill Road  
Kansas City, Missouri 64110

Miller Nichols  
J.C. Nichols Company  
310 Ward Parkway  
Kansas City, Missouri 64112

Morton Sosland  
Sosland Envelope Company  
4800 Main Street  
Kansas City, Missouri 64112

Paul Miner  
Kansas City Star  
18th and Grand  
Kansas City, Missouri 64108

William Kemper  
721 Commerce Bank Bldg.  
Kansas City, Missouri 64106

Robert Gaynor  
American Tel & Tel  
811 Main Street  
Kansas City, Missouri 64105

Ilus Davis  
Dwight Building  
1004 Baltimore  
Kansas City, Missouri 64105

George Powell, Sr.  
P.O. Box 7270  
Shawnee Mission, Kansas 66207

Mayor Charles Wheeler  
City Hall  
414 E. 12th  
Kansas City, Missouri 64106

R. Crosby Kemper, Jr.  
United Missouri Bank  
P.O. Box 226  
Kansas City, Missouri 64141

Barret Heddens  
First National Bank  
P.O. Box 294  
Kansas City, Missouri 64141

James M. Kemper  
Commerce Bank  
Box 248  
Kansas City, Missouri 64141

Richard Berkley  
Tension Envelope Company  
819 E. 19th St.  
Kansas City, Missouri 64108

Dr. Robert H. Hodge  
2029 Burlington  
North Kansas City, Missouri



## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China  
The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts  
April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

July 2, 1975

## MEMORANDUM

TO: Marc F. Wilson  
FROM: Rob Martin  
SUBJECT: THE CHINESE EXHIBITION - CONTACTS FOR PUBLICITY

Miss Ellyn Abloff  
Director of Public Relations  
The Plaza Association  
4629 Wornall Road, KCM 64112  
Phone: 753-0100

also: Miss Sue Lambeth  
Asst. to the Director of  
Public Relations  
The Plaza Association

(Ellyn was responsible for coordinating all the promotional materials distributed to the merchants of the Plaza and for encouraging the support of the Plaza for the exhibition. She can be a coordinator of publicity for special events. Miss Lambeth, her assistant, is also very capable.)

Mrs. Barbara Harlow  
Director of Public Relations  
Crown Center Hotel  
1 Pershing Road, KCM 64108  
Phone: 474-4400

(Mrs. Harlow was extremely helpful regarding the treatment of "VIPs" visiting the exhibition. She was also responsible for the attractive display in the hotel lobby. The Crown Center is more than willing to work with the gallery on any event that may bring people to KC.)



## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

Philip Pistilli, President  
Peter Green  
Ms. Katie Spratt  
Alameda Plaza Hotel  
Ward Parkway at Wornall, KCM 64112  
Phone: 756-1500

(Can also be helpful for out-of-towners. Ms. Spratt is very publicity-minded.)

Phil Heyl, Manager  
Plaza Inn  
45th & Main, KCM 64111  
Phone: 753-7400

(Aside from accommodating our Chinese friends, this gentleman was able to accommodate several people at our request, so that they might be as close to the gallery as possible. An example is the CBS film crew.)

Ms. Sue Parsons,  
Public Relations Director  
Halls Plaza Store  
211 Nichols Road, KCM 64112  
Phone: 274-5000

(Sue has access to media via advertising and publicity channels through Halls. Halls' support of the Chinese Exhibition was reflected in a great deal of store promotions. Phil Slimm is President of the Plaza Association and gave outstanding support of the exhibition by merchants of the Plaza.

also: Phil Slimm  
President, Plaza Halls

Miller Nichols, Chairman of Board  
Davis Jackson, President  
J. C. Nichols, Inc.  
310 Ward Parkway, KCM 64112  
Phone: 561-3456

(Support by the Nichols Company, especially for the Sears Parking Lot.)



## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China  
The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts  
April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

John Gilbert  
Chamber of Commerce  
600 TenMain  
920 Main, KCM 64105  
Phone: 221-2424

Dr. Charles N. Kimball  
Chairman of the Board  
Midwest Research Institute  
425 Volker, KCM 64110  
Phone: 561-0202

(He personally supported the Chinese Exhibition and was on the Prime Time Steering Committee and the Advisory Committee.)

Donald Hall, President  
Hallmark Cards, Inc.  
2501 McGee, KCM 64141  
Phone: 274-5111

also: William S. (Bill) Johnson  
Director, Public Relations  
Hallmark Cards, Inc.

(Extraordinary support.)

Rob Martin  
Carl Byoir & Associates, Inc.  
Life of Georgia Tower  
600 W. Peachtree Street, NW  
Atlanta, Ga 30308  
Phone: 404-881-1353

(Consulting capacity.)

Larry Lubenow  
Carl Byoir & Associates, Inc  
800 Second Avenue, NY 10017  
Phone: 212-986-6100



## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

Kansas City STAR/TIMES  
1729 Grand, KCM 64108  
Phone: 421-1200

City Desk: 221-1200

### GENERAL & "SPOT" NEWS:

Alice Hartman	Casey Jones
Paul Haskins	Don T. Jones
Repps Hudson	

### SOCIETY & PEOPLE NEWS/FEATURES

Elsye Allyson  
Laura Hockaday

Betty Debnam	) children's
Barbara Moffitt	) subject

Don Hoffman	) art
-------------	-------

Joe Coleman	) photography
-------------	---------------

Ms. Pris Myers  
U P I  
220 W. 11th, KCM 64105  
Phone: 471-2070

Robert Ingram  
Ingram Investment  
KBEA Radio  
1701 S. 55th Street, KCK 66106  
Phone: 432-1480

(KBEA did the 2-minute up-date spots for the Chinese Exhibition from April 1 through June 8.)

Peter Brake  
KBMA - TV - 41  
BMA Tower, KCM 64108  
Phone: 756-1441

(KBMA can be very helpful in promoting events. The station produced Public Service Announcements - PSAs) and distributed them at no cost to the gallery to radio and TV stations in the Mid-West specifically for the Chinese Exhibition.)



## The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China  
The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts  
April 20th to June 8th, 1975

# 中華人民共和國出土文物展覽

Stan Cramer/Charles Campbell  
KCMO - TV - 5  
125 E. 31st Street, KCM 64108  
Phone: 531-6789

(These media people can be of immense help in disseminating information and favorable publicity.)

Tom Reno, Director  
Office of Public Information  
City of Kansas City  
414 E. 12th Street, KCM 64106  
Phone: 274-2601

Frank Vaydik, Director  
Parks & Recreation  
City of Kansas City  
414 E. 12th Street, KCM 64106  
Phone: 274-1354

Veronica Dolan  
Public Relations Consultant  
Denver Museum of Natural History  
City Park  
Denver, Colorado 80205  
Phone: 303-399-0870

Rod Hardy  
Public Relations  
Kansas Geological Survey  
Lawrence, Ks 66044  
Phone:

(Rod's help was invaluable and he probably would be very willing to assist on other projects.)

(Referred by Jack Felton, Interstate Brands Corps.)

Nat Levine  
Executive Parlour Car

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000  
4525 Oak Street Kansas City, Missouri 64111